

Outreach and Affirmative Marketing Plans



DISASTER RECOVERY PROGRAM
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Welcome



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Agenda



- Develop Outreach/Affirmative Marketing Plan(s)
- Solicit Public Input
- Submit Outreach/Affirmative Marketing Plan(s)
- Questions/Answers



Develop an Outreach/Affirmative Marketing Plan(s)

Outreach Plan can be part of the Subrecipients Affirmative Marketing Plan



- Both plans are required by the Round 2 Housing Guidelines and the Homeowner Opportunity Program Guidelines (HOP)

Round 2
GLO
Housing
Guidelines

VIII. HOUSING ASSISTANCE CAPS

	Non-HOP Homebuyer Assistance	HOP Homebuyer Assistance	Homeowner Assistance	
			Reconstruction/ New Construction	Rehabilitation
Base Unit		Bid	Bid	\$65,000
Vacant Land		\$35,000	\$35,000	\$35,000
Non-Coastal Elevation			\$60,000	\$60,000
Coastal Elevation			\$30,000	\$30,000
Water Well			\$25,000	\$25,000
Septic System		\$20,000	\$20,000	\$20,000
Accessibility		\$20,000	\$20,000	\$20,000
Abatement		Actual or \$15,000	Actual or \$15,000	Actual or \$15,000
Services				
Totals:	\$40,000			

A. Housing Assistance Caps are discussed further in the Homeowner and Homebuyer Guidelines.

IX. AFFIRMATIVE MARKETING PLAN - Local jurisdictions administering the CDBG Disaster Recovery Program are committed to affirmatively furthering fair housing through established affirmative marketing policies. Affirmative marketing efforts for the disaster funding will include the following:

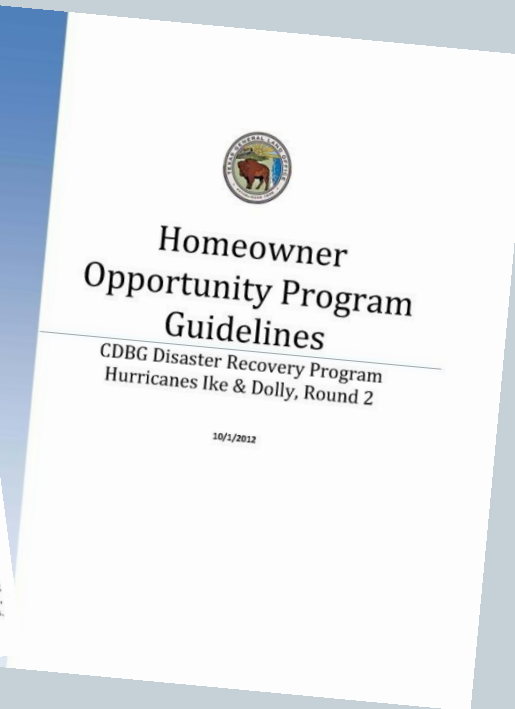
A. An Affirmative Marketing Plan, based on the U.S. Department of Housing and Urban Development (HUD) regulations, will be submitted to TDIHCA for approval. The plan must outline the policies and procedures for housing activities. Procedures are established to affirmatively market units financed through the Program. The procedures cover dissemination of information, technical assistance to applicants, project management, reporting requirements, and project review.

B. The goal is to ensure that eligible persons from all racial, ethnic, national origin, religious, familial status, the disabled, "special needs," gender groups, and for each project or program, the populations least likely to apply, are:

- Fully informed of vacant units available for sale and / or rent.
- Encouraged to apply for purchase, rehabilitation, and / or rent.
- Given the opportunity to buy and / or rent the unit of their choice.
- Given the opportunity to rehabilitate their primary residence, which sustained damages due to Hurricanes Ike or Dolly and / or its after-effects.

C. Program participants will be informed about available opportunities and supporting requirements via counselors, printed and electronic materials, publications, direct contact, workshops/seminars, and through the placement of flyers/posters in public facilities.

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Develop Outreach Plan for HOP



- *Based on the Needs Assessment Information, the Subrecipients Outreach Plan must include:*
 - ❑ A description of the available funding amount for each income level 0-30%, 31-50%, and 51-80%;
 - ❑ A description of the targeted areas, qualifications for targeting, and the estimated number of persons identified in each tier of Targeted Outreach (Primary, Secondary, and Tertiary Target Areas);
 - ❑ Identification of the Coordinator of the Outreach Program;
 - ❑ Designee or team who will conduct the targeted outreach in the field;
 - ❑ Specific plans for targeted outreach (mailings, community meetings, door-to-door, etc.);

Outreach Plan Continued...

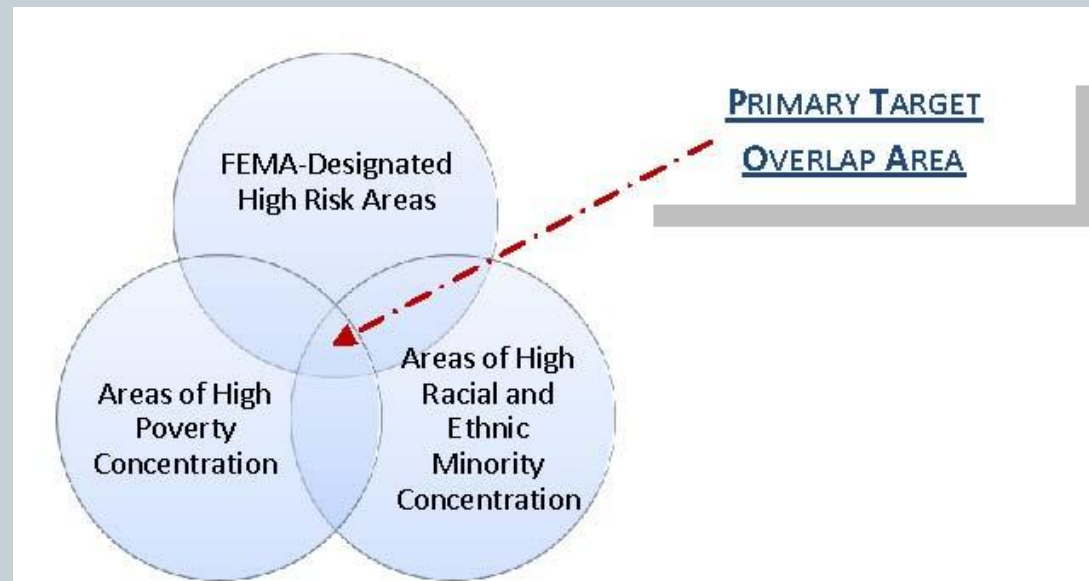


- ☐ *If using Round 1 applications, first* review those applications for targeted areas and provide a description of the original Round 1 application solicitation process used;
- ☐ Describe a plan for contacting former residents of abandoned homes damaged by the storm;
- ☐ Describe a process for reviewing applications to determine how they compare with the income buckets and targeted areas;
- ☐ Description or submission to GLO any marketing items used in conjunction with the GLO supplied marketing templates.

Remember the required Outreach Priorities

- Outreach Priorities should be determined based on the Needs Assessment and/or approved data.

- Primary
- Secondary
- Tertiary
- General



Do's and Don'ts



- **Don't:**
 - Target applicants outside of the Needs Assessment/HOP targeted areas identified;
 - Conduct preliminary eligibility at outreach;
 - Distribute the Round 2 Application at Outreach;
 - Collect information from applicants at outreach;
 - Conduct pre-screening from applicants who call to obtain further information about the program;
 - Use un-approved outreach marketing materials.
- **Do:**
 - Document all marketing measures used, including copies of all advertisements and announcements.

Marketing Materials



- Submit Marketing Materials for GLO approval
- Subrecipients may request to use GLO approved Marketing Materials (send request to your assigned Grant Manager)



Door Hangers (English and Spanish)



Program Flyers (English and Spanish)

Solicit Public Input



- Solicit Public Input on Outreach Plan/Affirmative Marketing Plan(s) (Post locally)
- Local Public Input allows for:
 - Subrecipients to streamline the process for receiving targeted applications;
 - Guided targeted outreach avenues (when not previously identified) and;
 - Public involvement/comments on draft plans.





Submit Outreach/Affirmative Marketing Plan(s)

Submit Plans



- Submit Outreach/ Affirmative Marketing Plan(s) for GLO Approval.
- An Affirmative Marketing Plan is required for each development receiving CDBG Disaster Recovery funding.
- Assigned Grant Managers will notify the Subrecipient in writing that their Plans are approved. (*Grant Managers may request further information from the Subrecipient, if required prior to approval*).



Thank You Q&A

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